

Application No. 09/742,527  
Reply to Office Action of October 4, 2006

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**Amendments to and Listing of the Claims:**

Please amend claims 1, 88, 95-97, 101, and 105, and add claim 113 as follows:

1. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising the steps of:

correlating available addressable units of the communications network with ~~the~~ an avail inventory ~~of avails that are available in the future~~; and

generating a proposed price for purchase of at least one avail based on results of the correlating step.

2. (previously presented) The method of claim 1, further comprising:

storing addressable unit data pertaining to addressable units of the communications network, said data comprising information concerning characteristics of individuals associated with the addressable units;

receiving segment characteristics of a market segment from a user;

correlating the received segment characteristics with the stored addressable unit data; and

automatically identifying the available addressable units to be correlated with the avail inventory data as a result of performing the step for correlating the segment characteristics.

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3. (original) The method of claim 2, wherein the step of correlating the received segment characteristics includes:

storing geo-demographic data corresponding to geo-demographic characteristics of neighborhoods;

comparing the received segment characteristics with the stored geo-demographic data;

obtaining a list of indicators based on results of the comparing step, the indicators indicating geographic areas corresponding to the received segment characteristics; and

correlating the list of indicators with the addressable unit data to identify the available addressable units.

4. (original) The method of claim 3, wherein, in the obtaining step, the indicators are zip code + 4 identifiers.

5. (original) The method of claim 2, further comprising:

displaying a geographical map of the identified available addressable units.

6. (previously presented) The method of claim 1, wherein the correlating step includes:

storing content viewership data identifying materials or types of materials that viewers associated with the addressable units of the communications network are likely to view;

correlating the available addressable units with the stored content viewership data;

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generating, based on results of this correlating step, a list of materials that viewers associated with the available addressable units are likely to view; and

identifying the at least one avail associated with the generated list of materials.

7. (original) The method of claim 6, further comprising:

displaying the identified at least one avail to a user.

8. (previously presented) The method of claim 1, wherein the generating step includes:

receiving, from a user, price-setting parameters associated with the at least one avail; and

performing an avail pricing analysis based on the received price-setting parameters to generate the proposed price.

9. (previously presented) The method of claim 8, wherein, the price-setting parameters include at least one of the following: a size of addressable units and a number of avails.

10. (previously presented) The method of claim 8, wherein the a subset of the available addressable units are selected by the user and a subset of the available avails are selected by the user, whereby the price-setting parameters are selected.

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11. (original) The method of claim 10, wherein the subset of the available addressable units is selected based on a geographical location of each of the available addressable units.
12. (previously presented) The method of claim 8, wherein the performing step includes:
  - evaluating price determining factors including the price-setting parameters received from the user; and
  - calculating the proposed price based on results of the evaluating step using avail pricing data.
13. (original) The method of claim 12, wherein, in the evaluating step, the price determining factors further include at least one of the following: correlation indexes indicating the strengths of correlations, frequency of purchase by the user, promotional discounts, and scheduled presentation time for the available avails selected by the user.
14. (original) The method of claim 1, further comprising:
  - displaying the generated proposed price on a display device.
15. (original) The method of claim 14, wherein the display of the generated proposed price is overlaid on a display of the available addressable units.
16. (original) The method of claim 1, further comprising:

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receiving payment information from a user for purchasing the at least one avail  
according to the proposed price;

processing the received payment information; and

informing a result of the processing step to the user.

17. (original) The method of claim 1, wherein the communications network is a  
television service network.

18. (previously presented) The method of claim 17, wherein the correlating step includes

storing program viewership data pertaining to programs or types of programs that  
viewers associated with the addressable units of the communications network are likely  
to view;

correlating the available addressable units with the stored program viewership  
data;

generating, based on results of this correlating step, a list of programs that viewers  
associated with the available addressable units are likely to view; and

identifying the at least one avail associated with the generated list of programs.

19. (original) The method of claim 1, wherein the addressable units of the  
communications network are set top boxes assigned to subscribers of the communications  
network.

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20. (original) The method of claim 1, wherein the addressable units of the communications network are nodes on the communications network.

21. (original) The method of claim 1, wherein the communications network is an Internet service network.

22-84. (canceled)

85. (previously presented) The method of claim 1, wherein a user selects at least one avail for purchase.

86. (previously presented) The method of claim 1, further comprising:  
receiving a purchase request from a user for the purchase of said at least one avail.

87. (previously presented) The method of claim 1, wherein said generating of a proposed price occurs prior to selecting advertisements for said at least one avail.

88. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising:

(a) receiving a market segment selection from a user;

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(b) obtaining a record of segment specific addressable units available to said user, wherein said segment specific addressable units are characterized as belonging to said selected market segment;

(c) obtaining an inventory of avails corresponding to said segment specific addressable units; and

(d) generating a proposed price for avails in said inventory of future-avails.

89. (previously presented) The method of claim 88, wherein said price is dependent on a particular programming slot to which each avail corresponds.

90. (previously presented) The method of claim 89, wherein each programming slot corresponds to a program.

91. (previously presented) The method of claim 90, further comprising:

(e) determining the likelihood that a generic viewer in said market segment will watch said program to which each avail corresponds.

92. (previously presented) The method of claim 91, wherein said price is based on said viewing likelihood.

93. (previously presented) The method of claim 92, wherein said price is dependent on the time each programming slot occurs.

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94. (previously presented) The method of claim 90, wherein said proposed price for each avail depends on the corresponding programming slot and the corresponding program.

95. (currently amended) The method of claim 88, wherein a user selects at least one avail for purchase in said inventory of ~~future~~-avails.

96. (currently amended) The method of claim 88, further comprising:

(c) receiving a purchase request from a user for the purchase of at least one avail in said inventory of ~~future~~-avails.

97. (currently amended) The method of claim 88, wherein said generating of a proposed price occurs prior to selecting an ads to be displayed in said avails of said inventory of ~~future~~-avails.

98. (previously presented) The method of claim 88, wherein each avail corresponds to a particular programming slot.

99. (previously presented) The method of claim 88, wherein said proposed price is dependent on said market segment selection.



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100. (previously presented) The method of claim 88, wherein said proposed price is dependent on the number of avails that said user purchases.

101. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising:

- (a) receiving a programming selection from a user;
- (b) obtaining an inventory of ~~future~~-avails corresponding to said programming selection;
- (c) obtaining a listing of addressable units available to said user for said ~~future~~ avails corresponding to said program selection; and
- (d) generating a price for said avails corresponding to said program selection stored in said inventory of ~~future~~-avails.

102. (previously presented) The method of claim 101, further comprising:

- (e) receiving a market segment from said user.

103. (previously presented) The method of claim 102, wherein said record of addressable units only includes those that are within said market segment.

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104. (previously presented) The method of claim 102, wherein said price for said avails is dependent on whether the addressable unit corresponding to an avail is within said market segment.

105. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising:

(a) receiving a correlation selection from a user, wherein said correlation selection indicates the preference of said user to be presented with avails that correspond to said correlation selection;

(b) obtaining an inventory of ~~future~~-avails corresponding to said correlation selection;

(c) obtaining a listing of addressable units available to said user for said inventory of ~~future~~-avails corresponding to said correlation selection;

(d) generating a proposed price for said avails corresponding to said correlation selection stored in said inventory of ~~future~~-avails.

106. (previously presented) The method of claim 105, wherein a user may actuate the purchase of at least one avail.

107. (previously presented) The method of claim 105, further comprising:

receiving a purchase request from a user for the purchase of at least one avail.

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108. (previously presented) The method of claim 105, wherein said generating of a proposed price occurs prior to selecting advertisements for said avails.

109. (previously presented) The method of claim 105, wherein said correlation selection is a particular program type.

110. (previously presented) The method of claim 105, wherein said correlation selection is a particular program.

111. (previously presented) The method of claim 105, wherein said correlation selection is a particular time slot.

112. (previously presented) The method of claim 105, wherein said correlation selection is a particular channel.

113. (new) The method of claim 1, further comprising:

allowing a user to select for purchase a subset of the avails that result from the correlating, wherein the subset of the avails the user is allowed to purchase has not yet been purchased.

114. (new) The method of claim 1, further comprising

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